

AMD – Building Momentum!

**AMD India Developer
Conference, May 2006**

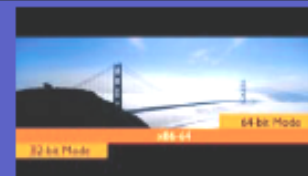


The New Leader

Leader in the evolution to x86 64-bits

"The announcement of our upcoming AMD Opteron family is perhaps the most important single announcement in the history of our company. It is the future of AMD, and... we believe it's the future of the computing industry."

-Hector Ruiz, April 2003



"We have no plans at this stage for a 64-bit address extension like the AMD device for the desktop... AMD has embarked on a late-year company strategy, that's fine but I wouldn't trade places with them."

-Craig Barrett, August 2003

Leader in focus on Performance-per-watt

"Any enterprise concerned about power usage in their data centers now has a low-power option that also offers industry-leading per watt performance, reliable security and the assurance of investment protection,"

-Marty Seyer, February 2004

"Searing heat from Intel Corp. microprocessors is making some of the company's best customers sweat."

-Reuters February 2005

Woodcrest "give(s) us the next level of performance per watt."

-Paul Otellini, August 2005

The New Leader

Leader in execution and reliability

Second-class Intel to trail AMD for years

"It's hard to believe that Intel's customers won't start thinking "enough is enough."
Quality problems with dual-core Itanium
Future Xeon processor cancelled
Unified Itanium/Xeon architecture delayed years
-The Register, October 2005

Intel to Postpone New Server Chips As AMD Presses

-The Wall Street Journal, October 2005

Quality Issues Delay New Chip From Intel

-New York Times, October 2005

Leader in architectural vision



AMD Announces World's First 64-Bit,
x86 Multi-Core Processors
April 2005

BARRON'S

On AMD's Menu: Eating Intel's Lunch

Barron's, September 2005

Dual-core Xeon bloodied by dual-core Opterons
October 2005

Intel Admits Dual-core Was Rushed
October 2005



BARRON'S

"The Itanium, it turns out, proved a colossal dud."

Barron's, September 2005

The New Leader

Leader in marketing

Ferrari Formula One Team to use AMD processor technology

February 2002



AMD Named "Official Technology Partner" of FIA

September 2005



AMD to power NASCAR

October 2005



Acer presents Ferrari 3000

Bangkok, January 20, 2004 :
Acer Computer Co., Ltd.
introduces the latest
notebook, Ferrari 3000.



Intel stalls \$50m deal with McLaren...

growing fears the company could walk away from the sport altogether.

-The Sunday Telegraph, August 2005



Lamborghini and Intel are teaming up on a laptop

15 October 2005

A Short Movie Contest, With Intel Inside

The Intel Indies Film Contest calls on video and animation directors to create live action or animated shorts on a specific theme...

29 September 2005



AMD To Star In Dreamworks' Films

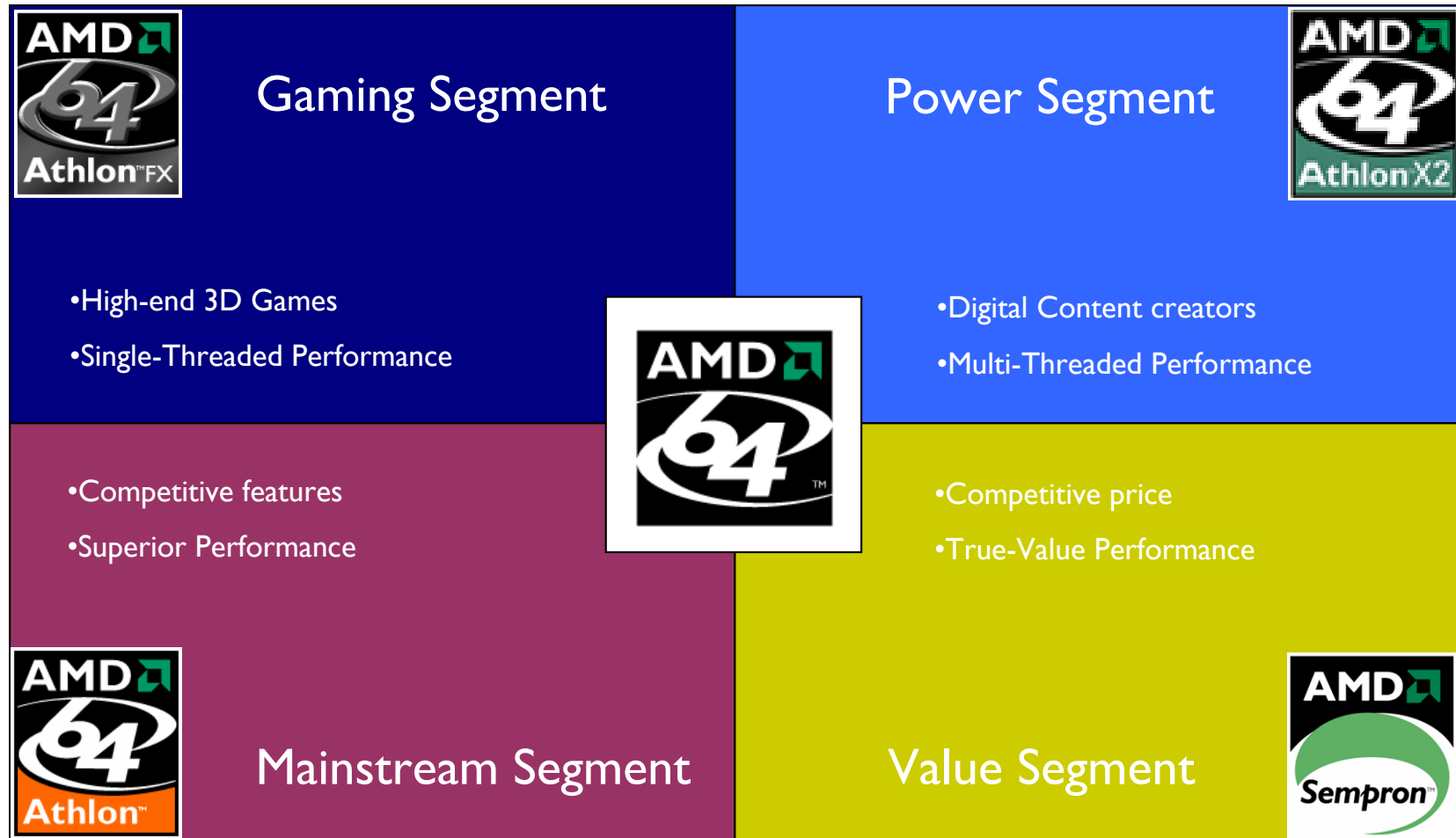
April 2005



AMD Urges Digital Media Buffs to Create More and Wait Less With The 64 Second Film Contest'

19 September 2005

Award-winning Desktop Products



AMD Opteron™ – Changing the game in servers through “performance-per- watt”

PERFORMANCE 4-WAY AND 8-WAY



AMD Opteron™ 800 Series & 8000 Series Processors

- Designed for 4-way and 8-way Server solutions
- Only native x86 dual-core solution for 4-way / 8-way computing

PERFORMANCE 2-WAY



AMD Opteron™ 200 Series & 2000 Series Processors

- Designed for 2-way Server / Workstation solutions
- Only native x86 dual-core solution for 2-way computing

PERFORMANCE 1-WAY



AMD Opteron™ 100 Series & 1000 Series Processors

- Designed for 1-way Server / Workstation solutions
- Only native x86 dual-core solution for 1-way computing

AMD Opteron™ Processors for Servers and Workstations

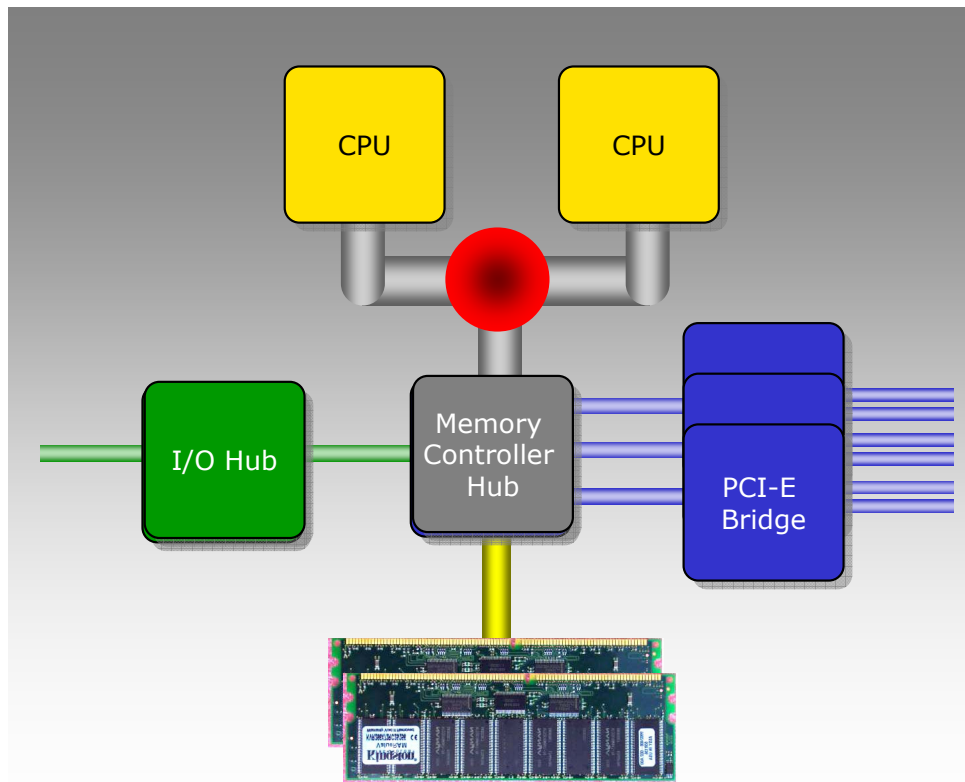
- Direct Connect Architecture eliminates the bottlenecks inherent in front-side bus architectures by directly connecting CPU's, memory and I/O for reduced latency and optimized memory performance.
- Dual-Core AMD Opteron™ processors offer improved system efficiency and application performance
- AMD PowerNow!™ technology with Optimized Power Management decreases overall system power consumption without compromising system performance.

AMD64 performance, Made for mobility



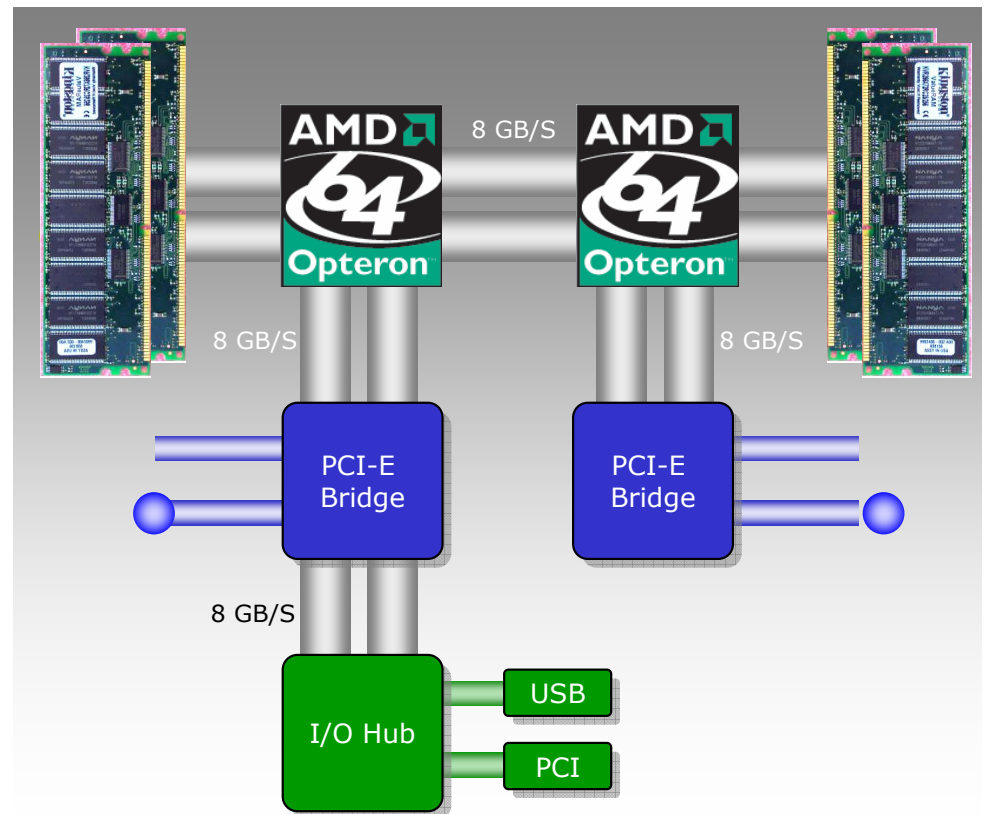
AMD Turion™ 64 Mobile Technology is uniquely optimized to deliver AMD64 performance in thinner and lighter notebook designs with longer battery life, enhanced security, and compatibility with the latest wireless and graphics technologies, today and tomorrow

Eliminating Architectural Bottlenecks



Legacy x86 Architecture

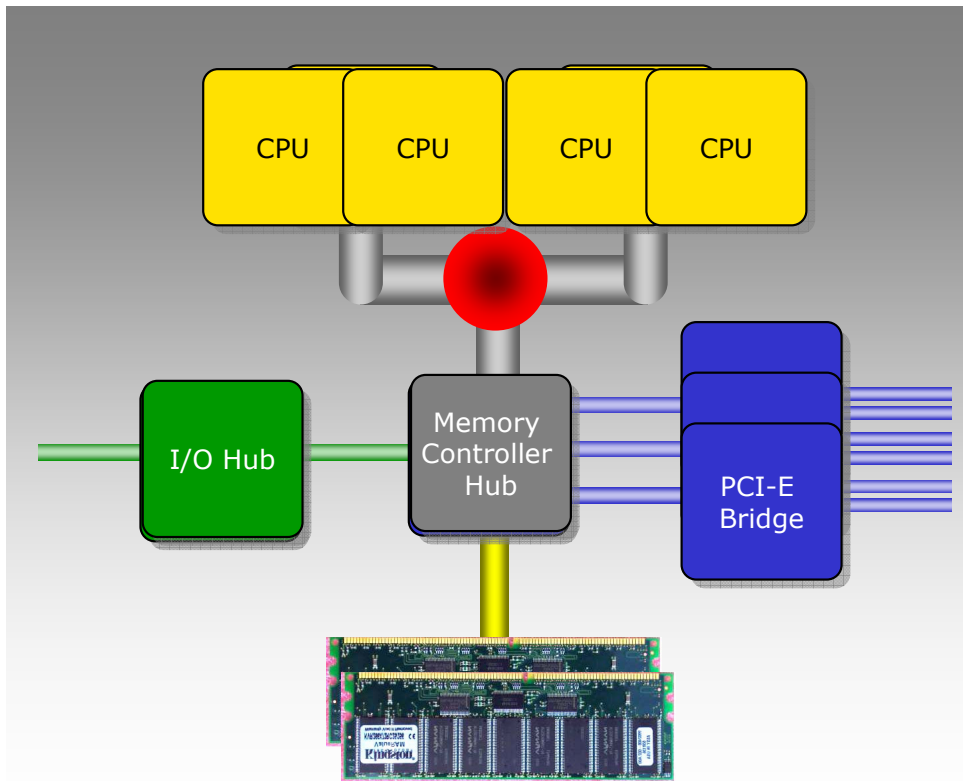
- 20-year old front-side bus architecture
- CPUs, Memory, I/O all share a bus
- Major bottleneck to performance
- Faster CPUs or more cores \neq performance



AMD64 with DirectConnect

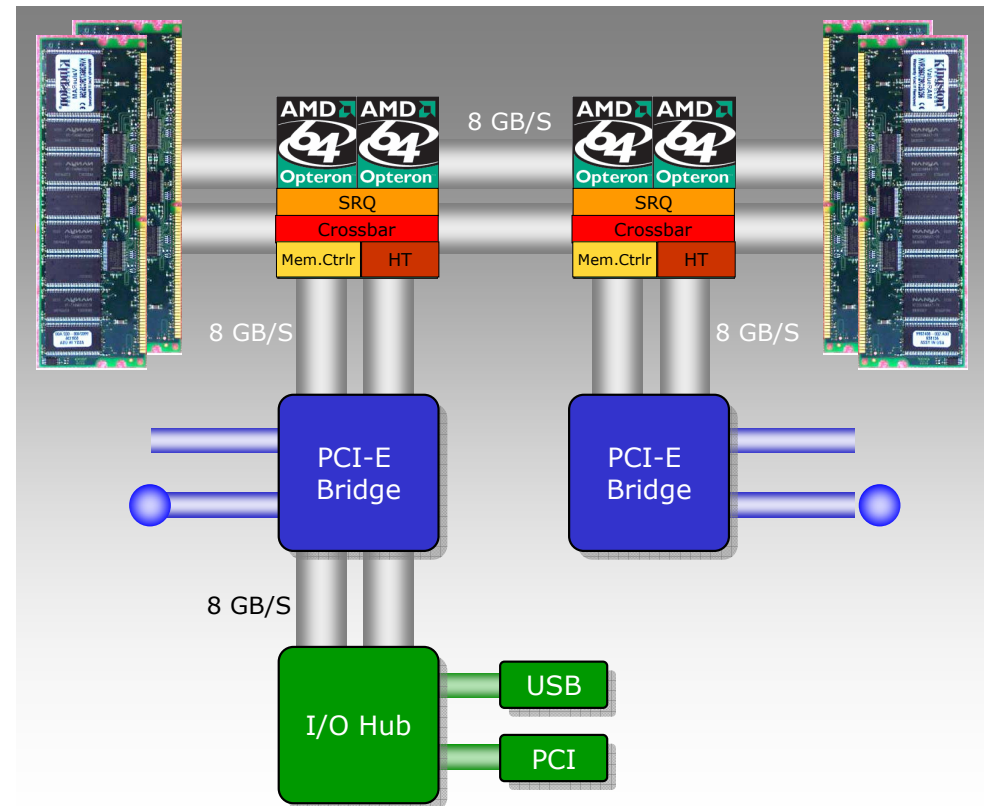
- Industry Standard AMD64 technology
- Direct Connect Architecture eliminates FSB bottleneck
- HyperTransport™ interconnect for max bandwidth and min latency

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Winning in India...

F500 Presence



ET 500 Presence



Indian Government



Extending the Power and Flexibility of the PC... With AMD LIVE!™

From Creation ...



**Create at the
speed at inspiration**



... To Consumption



**Smarter Digital
Entertainment**

